



ORDER

Flight Dates **10/19/12-10/28/12**

Contract / Revision **315263 /**

Original Date / Revision
10/18/12 10/18/12

Advertiser **60 Plus Association**

Agency **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Product
60 Plus Association

Agency Com 15%

Billing Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **575 AZ 1 & 9**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 25% Market Value 328200

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	36%	118152
KPNX	35%	114870
KPPX	%	0
KSAZ	3%	9846
KTVK	1%	3282
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	57	\$69,742.50	\$82,050.00	0.00
Totals	57	\$69,742.50	\$82,050.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	57	\$69,742.50	\$82,050.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/19/12	10/19/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	----F--	:30	2	\$2,000.00	FX	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----F--	2		\$2,000.00		0.00					
N 2	KNXV	10/19/12	10/19/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	----F--	:30	2	\$2,500.00	FX	0.00 NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----F--	2		\$2,500.00		0.00					
N 3	KNXV	10/20/12	10/20/12		CM	10pm-1035pm	-----S-	:30	1	\$2,000.00	FX	0.00 NM	1	\$2,000.00



KNXV

Print Date: 10/18/12

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Contract / Revision **315263** Flight Dates **10/19/12-10/28/12**

Hiatus Dates

Original Date / Revision 10/18/12/ 10/18/12

Order Sep 00:20:00

Advertiser **60 Plus Association**

Product **60 Plus Association**

Estimate # **575 AZ 1 & 9**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				SA 10-1035pm 10pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-					1	\$2,000.00		0.00				
N 4	KNXV	10/21/12	10/21/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S					1	\$1,000.00		0.00				
N 5	KNXV	10/21/12	10/21/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S					1	\$1,500.00		0.00				
N 6	KNXV	10/21/12	10/21/12	SU 1105pm-1205am SU 1105pm-1205am	CM	1105pm-1205am	-----S	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S					2	\$200.00		0.00				
N 7	KNXV	10/22/12	10/26/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	9	\$1,000.00	FX	0.00	NM	9	\$9,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--					9	\$1,000.00		0.00				
N 8	KNXV	10/22/12	10/26/12	M-F 9am-10am Sonoran Living	CM	9am-10am	MTWTF--	:30	5	\$350.00	FX	0.00	NM	5	\$1,750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--					5	\$350.00		0.00				
N 9	KNXV	10/22/12	10/26/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MTWTF--	:30	10	\$1,000.00	FX	0.00	NM	10	\$10,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--					10	\$1,000.00		0.00				
N 10	KNXV	10/23/12	10/26/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-TWTF--	:30	10	\$2,000.00	FX	0.00	NM	10	\$20,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--					10	\$2,000.00		0.00				
N 11	KNXV	10/22/12	10/26/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	9	\$2,500.00	FX	0.00	NM	9	\$22,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--					9	\$2,500.00		0.00				
N 12	KNXV	10/27/12	10/27/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-					1	\$2,000.00		0.00				
N 13	KNXV	10/28/12	10/28/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S					1	\$1,000.00		0.00				
N 14	KNXV	10/28/12	10/28/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S					1	\$1,500.00		0.00				
N 15	KNXV	10/28/12	10/28/12	SU 1105pm-1205am SU 1105pm-1205am	CM	1105pm-1205am	-----S	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S					1	\$1,500.00		0.00				



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**KNXV-TV
PHOENIX**Contract / Revision **315263** Flight Dates **10/19/12-10/28/12**Hiatus DatesOriginal Date / Revision 10/18/12/ 10/18/12Order Sep 00:20:00Advertiser **60 Plus Association** Product **60 Plus Association**Estimate # **575 AZ 1 & 9**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	KNXV	10/28/12	10/28/12	SU 1105pm-1205am	CM	1105pm-1205am	-----S	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00